

## Communications and Campaigns Coordinator

**As the Communications and Campaigns Coordinator, it's my role to proactively strengthen the public profile of the Caritas Australia brand via strategic communications and campaigns that engage and steer support inline the agency's policy framework**

**I am a member of:**

Marketing  
Communications team

**I report to:**

Manager, Marketing  
Communications

**My role is based in:**

Alexandria, Sydney

**My role is classified:**

SCHADS Level 4

**I am committed to:**

- the mission of Caritas Australia (CA) in our quest to end poverty and injustice through the realisation of human dignity for all people
- the principles of Catholic Social Teaching which underpin our work, such as dignity of the human person and the common good
- our Code of Conduct which outlines the professional behavior that is expected of me
- the safeguarding of children and vulnerable people in line with laws, standards and Caritas Australia's policies and procedures

**In my role, I am accountable for:**

- Supporting the development of CA's Communications and Campaigning strategy, in the context of Caritas Australia's identified policy priorities across social and climate justice and driving the implementation
- Engaging and maintaining relationships with stakeholders, including driving involvement across relevant sector campaigning
- Designing and delivering campaigns that engage and steer supporter and public opinion and action across key development and humanitarian issues
- Activating cross-agency campaign project teams across digital, brand, media and community engagement
- Developing online and offline campaign materials, including campaign messaging and narrative
- Acting as CA's representative on Caritas Internationalis' Global Campaign Taskforce and contribute to the development, promotion, monitoring and evaluation of global campaigns through the international confederation
- Building a CA campaign community and platform, and nurturing this community via targeted journey touchpoints, including testing and measurement, as well as relevant training and advocacy support
- Monitoring, Evaluation, Accountability and Learning (MEAL) of quality and effectiveness of engagement and campaign performance
- Providing support to ensure that CA's communications are compliant and contributing to accreditation reporting, while autonomously running projects such as the Annual Report
- Helping to deliver CA's messaging and brand guidelines across internal and external stakeholders

**<NAME>**

## For this role I need these skills and experience:

- Bachelor degree in communication or related field.
- Demonstrated experience in corporate affairs in particular stakeholder management and development, implementation and analysis of campaigns that advocate on social justice issues, including climate justice.
- Proven track record in writing and editing for a variety of stakeholders and audience types to publication level. Excellent verbal communication skills.
- Demonstrated experience in building trustful and positive working relationships with collaborative teams, including integrative cross-team environments.
- Experience in concurrently managing projects, and business as usual activities.
- Willingness to be available to travel interstate and/or internationally at infrequent times.

## In my role, I will interact primarily with:

- Communications & Marketing Manager – to keep informed on work in progress, receive guidance and to escalate issues as required
- Advocacy, Policy and Research Lead – to ensure cross-collaboration on projects and gain insights and direction on CA's policy agenda
- Marketing Communications team – to ensure cross-collaboration on projects and content
- Community engagement team – to ensure cross-collaboration on projects
- Fundraising team - to ensure cross-collaboration on projects
- International Programs team – to source and coordinate content, data and other requirements

## For this role I am required to have:

1. WWCC (if applicable) Current and renewed every 5 years
2. Police check current and renewed every 3 years
3. Clearance from counter terrorism